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Marketable Objectives

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I need it by 6pm Eastern Standard Time. My chosen HCO is Massachusetts General Hospital in Boston. The Importance of Marketable Objectives This week's assignment will provide information regarding marketable objectives found within the strategic plan for your chosen HCO. The information can be

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applied to the Introduction portion of the marketing plan for your Final Project. After reading Chapter 7 and reviewing the strategic plan of your chosen healthcare organization, construct a three-to four-page paper in which you discuss the following: The key marketing objectives found in your





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chosen HCO's strategic plan Why the objectives fit the role of the health care organization What key marketing objectives a marketing director should focus on when developing a marketing plan (Explain your reasoning.) The paper Must be three to four double-spaced pages in length (not including the





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title page and references page) and formatted according to APA style Must include a separate title page with the following:

Title of paper Student's name Course name and number Instructor's name Date submitted Must use at least three scholarly sources in addition to the course





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